

**JOB POSTING: SENIOR BUSINESS DEVELOPMENT OFFICER: EDC ASSET MANAGEMENT KENYA LIMITED**

**EDC Asset Management Kenya Limited (EAM Kenya)** is a subsidiary of Ecobank Development Corporation (EDC), which is part of the Ecobank Group — a leading Pan-African financial institution with operations in 34 African countries and key international hubs. EDC Group is wholly owned by the Ecobank Group and a leading provider of Pan-African investment management, securities & investor services, and investment banking solutions.

EAM Kenya spearheads EDC Group's strategic expansion into East Africa, serving as a Capital Markets Authority licensed asset/fund manager in Kenya. The company will provide comprehensive range of asset management, wealth and investment services, including collective investment schemes and pension products in Kenya and the East African region.

**Job Title: Senior Business Development Officer – EDC Asset Management Kenya Limited**

<b>DATE</b>	August, 2025
<b>GENERAL JOB INFORMATION</b>	
Job Title	<b>Senior Business Development Officer – EAM Kenya</b>
Reports to	Head of Business Development
Job Grade	3A
Direct Reports	Business Development Officers
<b>JOB PURPOSE</b>	
<ul style="list-style-type: none"> <li>✓ <i>To aid and support to the Head of Business Development and the Managing Director of the Asset Management Unit in order to grow the Assets Under Management leading to growth in business and revenue in a profitable and cost-effective manner.</i></li> <li>✓ <i>To understand client investment needs and objectives and identify opportunities for EDC to provide investment solutions to address such investment needs.</i></li> <li>✓ <i>To aggressively pitch for new businesses in Kenya.</i></li> <li>✓ <i>To provide efficient management of all existing clients and ensure repeated businesses from them in Kenya.</i></li> <li>✓ <i>To offer all appropriate products to all clients - retail, HNI and Institutions in Kenya thereby meeting the clients' unique financial needs.</i></li> </ul>	
<b>JOB CONTEXT</b>	
<ul style="list-style-type: none"> <li>• The role requires the candidate to be customer centric and network minded with abilities to address/escalate issues to the Head of Business Development and Managing Director in order to ensure strong customer relationships and superior service quality.</li> <li>• The incumbent is requested to efficiently manage and provide information on the clients within the country of coverage.</li> <li>• Candidate is required to have a strong supervision and presentation skills.</li> <li>• The incumbent is required to maintain excellent communication with Ecobank Relationship Managers to ensure AUM growth.</li> <li>• The role also comes with the ability to efficiently sell investment solutions and come up with marketing initiatives to grow AUM in the country of coverage.</li> </ul>	
<b>KEY RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>• Attain targeted sales goals and performance targets through effective use of available resources.</li> <li>• Develop marketing strategy for the Asset Management business within the country of coverage and detailed implementation plan for execution.</li> </ul>	

- Efficiently manage the Asset Management business within the country of coverage to ensure constant AUM and revenue growth.
- Develop and execute the distribution strategy and distribution KPIs for both retail and institutional clients
- Channel management across both digital and physical channels
- Ensure quick resolution of client issues to delight clients.
- Identify and undertake specific initiatives to win new business at each prospect.
- Identify, contact and qualify new prospects within the identified market, cold calling and following up marketing leads.
- Develop and execute responses to queries from prospects and clients.
- Co-ordinate one-to-one meetings with prospects.
- Organize and perform demonstrations and/or presentations of the company key product offerings to prospective clients.
- Manage sales opportunities from first call through to closure
- Negotiate and close new business contracts
- Work closely with the various banking group within Ecobank on product training and to propose and execute marketing activities and communication
- Take ownership of market intelligence within the market (trends, competition and sale team update)

## KNOWLEDGE, SKILLS & EXPERIENCE

### Qualifications

- Bachelor or Masters degree (Minimum)
- SEC licensed (if applicable)

### Experience

- At least 5 - 10 years sales/marketing experience with good sales track record, in selling investment products
- Ability to interact and negotiate with the client organization at take basic decisions;
- Sound Knowledge of Investment & Banking sector
- Product knowledge, ideally across various asset classes
- Customer focused & results oriented;
- Ability to pull together various resources to sell and deliver customer solutions;
- Good organizational and time management skills are highly desirable;
- Result driven,
- Inclusive, flexible, savvy and sensitive to client culture.

### Skills & Capabilities & Personal Attributes

- Demonstrate excellent client acquisition skills
- Demonstrate excellent leadership skills and team management skills
- Demonstrate a strong ability to ensure quick resolution of client queries and complaints
- Cooperative working style and strong communication skills are required, in order to develop and maintain effective working relationships both externally and internally.
- Strong attention to detail and ability to multi-task in a fast paced environment
- Ability to communicate clearly and concisely with clients/prospects and internal contacts
- Strong interpersonal skills, team-oriented and self-motivated
- Articulate and energetic self-starter with strong communication and interpersonal skills.
- Highly self-motivated: ability to generate ideas and demonstrate initiative and perseverance.
- Team player with ability to work successfully under own initiative

## APPLICATION PROCESS

Apply by sending your Curriculum Vitae (CV) and relevant academic and professional certifications on email to [nmwai@ecobank.com](mailto:nmwai@ecobank.com) by Wednesday 24<sup>th</sup> September 2025 by 5pm